Digital Marketing Minor

Open to students from all disciplines in the University, the Digital Marketing minor provides students with a theoretical understanding of advertising as a discipline as well as a practical set of skills necessary for anyone involved in the advertising and promotion industries. At its core, it provides students with insight into the various marketing-related activities associated with advertising; however, as an interdisciplinary minor, it encourages students to pursue an understanding of advertising from other disciplines such as communications, art, journalism, mass media, and English. Ultimately, students who wish to communicate effectively in the marketplace, promote their own business or other enterprise, or just want to learn a little more about advertising and how it works will benefit from the advertising minor.

Selected Educational Outcomes

1. Digital Marketing minors will gain an understanding of the history, culture, and impact of advertising both in America and around the world.
2. Digital Marketing minors will analyze core concepts and topics associated with advertising and the advertising industry.
3. Digital Marketing minors will develop the skills necessary to compose advertising plans and creative briefs as well as design and implement advertising campaigns.
4. Digital Marketing minors will engage in critical research of advertising and its relationship to consumers.

Examples of Outcome Assessments

1. Students will demonstrate knowledge of core issues and topics in Digital Marketing through formal written work, tests, and projects.
2. Students will develop a Digital Marketing portfolio that demonstrates the evolution of an advertising campaign from the initial development and plan to the final advertisements.
3. Students will discuss current issues in advertising in a cross-disciplinary manner, drawing from a variety of sources to debate such issues.

Requirements for the Minor in Digital Marketing

Code	Title	Hours
MKTG 3080	Content Marketing	3
MKTG 4010	Digital Marketing	3
MKTG 4020	Social Media Marketing	3
MKTG 4810	Special Topics in Marketing	3
Electives		6
Select 6 hours from the following:		
CS 1020	Website Design and Development	
CS 3700	Introduction to E-Commerce	
MDIA 2000	Introduction to Mass Media	
MDIA 3001	Media Production I	
MKTG 4000	Advertising and Integrated Brand Promotion	
MKTG 4050	Creative Branding Strategy	
Total Hours		**18**

[1] If not offered for more than one year, students may substitute ART 2030 or MDIA 2500 in place of MKTG 3080; however, those students who do so must also take MKTG 4010, MKTG 4020, MKTG 4030, or MKTG 4040.